

REMARKS/ARGUMENTS

Reconsideration of this patent application is respectfully requested in view of the foregoing amendments and the following remarks. Claim 1 has been amended to remove "communications device" because said device encompasses the PVR which was added by amendment in the previous response.

At the outset, Applicant appreciates the courtesy extended to Applicant's representative during the telephone interview of November 3, 2004.

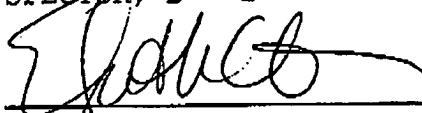
The Examiner rejected claims 1-12 under 35 U.S.C. §103 as being unpatentable over *Barnett* in view of *Von Kohorn*. Applicant respectfully traverses. *Barnett* requires that the user log onto a personal computer and actively search for the coupons to be ordered. *Von Kohorn* requires a separate coupon printing machine to be stationed in the user's premises. Combining *Barnett* with *Von Kohorn* would not lead to the claimed invention because neither reference utilizes a personal video recorder (PVR) to communicate a coupon request to a broadcaster central station, which coupon request is submitted by pressing a button on the television's remote control device. *Barnett* utilizes a personal computer that communicates with the coupon center. The user must

log on and search for the coupons to be downloaded. In the present invention, the user is not actively searching for the coupons, but is watching television, an activity unrelated to coupon searching. Barnett does not provide any way in which the user can watch a broadcast entertainment program and simultaneously order coupons for products that are advertised there. Von Kohorn utilizes a television, but requires a separate coupon printing machine. Neither reference takes advantage of existing television equipment, i.e., a television receiver, a PVR and a television remote control to enable the user to receive coupons. A PVR is defined in the specification as a "set-top box equipped with a large capacity hard drive. Incoming television signals are digitalized and stored on the hard drive, allowing the consumer to view replays, catch-up on shows already in progress, index and select recorded shows and most importantly, eliminate commercial advertisements." Neither reference utilizes anything even remotely like a PVR for communicating coupon requests.

Accordingly, Applicant submits that claims 1-12 are patentable over the cited references, taken either singly or in

combination. Early allowance of the claims is respectfully requested.

Respectfully submitted,
SPECTOR, D - 1



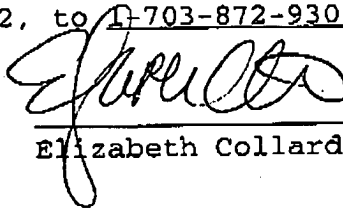
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I hereby certify that this correspondence is being sent by facsimile transmission to the U.S.P.T.O. to Patent Examiner R. Alvarez at Group No.3622, to 1-703-872-9306 on November 5, 2004.



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